

Talking Book Service Advisory Committee Meeting
Wednesday, June 2, 2010
9:30 AM-1:30 P.M.
River Room

Meeting Purpose: To improve services for those requiring reading alternatives

Desired Outcomes: By the end of the meeting, participants will:

1. Revise and approve TBS vision
2. Give input on FY2011 priorities
3. Receive updates on National Library Service activities and the digital transition
4. Provide feedback on Talking Book Awareness Day activities

Meeting Leader: Sue Walker

Facilitator: Stephanie Bailey-White

Recorder: Stefanie Gunter

AGENDA

Meeting set-up: introductions, meeting purpose, desired outcomes, roles, agenda review, ground rules, decision making	Stephanie	<ul style="list-style-type: none">• Present• Agree	15 min.
TBS Vision review	All	<ul style="list-style-type: none">• Discuss• Revise/approve	20 min.
2011 Priorities	All	<ul style="list-style-type: none">• Brainstorm• Clarify• Prioritize	40 min.
NLS update	Sue	<ul style="list-style-type: none">• Present• Clarify	20 min.
Digital transition update	TBS staff	<ul style="list-style-type: none">• Present• Clarify	20 min.
Outreach: Talking Book Awareness Day	Sue	<ul style="list-style-type: none">• Present• Feedback	30 min.
Break	All		20 min.
Outreach continued: Staff updates	TBS staff	<ul style="list-style-type: none">• Share	20 min.
Member updates	All	<ul style="list-style-type: none">• Share	15 min.
Committee membership	Sue	<ul style="list-style-type: none">• Share	15 min.
Next steps	All	<ul style="list-style-type: none">• List• Assign tasks	15 min.
Meeting Review	All	<ul style="list-style-type: none">• List	5 min.

NOTES

- In attendance: Sue Walker, Stephanie Bailey-White, Pam Bradshaw, Stefanie Gunter, Barbara Nolan, Cheryl Duncan, Donna Denney, Dorothy Ogden, Mary Ellen Halverson, Jeanne Farnworth, Judy Mooney, Terri King, Laurel Day, Loretta Paine, Nancy Wise.

TBS VISION REVIEW:

- Suggestions:
 1. Change to read “Idaho libraries” instead of “Library” throughout document,
 2. Where it currently says “Library staff” change it to read “Idaho library staff”.
- Committee members approved the revised version; Sue will make suggested revisions, share with committee members, and post on website.

2011 PRIORITIES (Brainstorming): (Categorized with number of “votes”

- Books available in multiple formats; tie into LTAI program **Collections** 3 votes
- Have locally recorded titles converted to digital format **Collections** 8 votes
- Advertise availability to download from Washington State library website **Collections** 3 votes
- Promote new Newline features (developed by NFB). **Collections** 1 vote
- Compile series on one cartridge **Collections** 2 votes
- Copy audio-delayed titles onto cartridge **Collections** 3 votes
- Every active patron has a digital player **Digital** 1 vote
- Continue with outreach **Outreach** 7 votes
- Develop community action agencies and hospital demonstrations **Outreach** 7 votes (same as above)
- Seminar for people who are afraid of digital where we can demonstrate, have user testimonials **Outreach/training** 7 votes (same as above)
- TV spots/PSA's **Outreach** 1 vote
- Present at Idaho Commission for the Blind **Outreach** 4 votes
- Investigate if ICB teachers have/use players **Outreach** 1 vote
- Make a public statement about TBS saying “You are worth it and deserve it!” **Outreach** 10 votes
- Need to do more to focus attention on physically disabled (Michael J. Fox model) **Outreach** 2 votes
- Focus on potential younger TBS users **Outreach** 4 votes
- Bookmobiles carry digital machines **Outreach** 2 votes
- Libraries have collection of digital books for patron use **Outreach** 9 votes
- Increase liaisons with other agencies, including blind vets. **Outreach** 3 votes
- Promote TBS program to all veteran groups **Outreach** 3 votes (same as above)
- Provide alerts to organizations via contact database **Outreach** 1 vote
- Increase number of BARD users who are actively downloading **Outreach** 2 votes
- Explore ways to provide book discussions through webinars and other technology (LTAI) **Outreach** 1 vote
- 110 Idaho jurisdictions have TBS Awareness Day activities **Outreach** 7 votes

- Increase TBS info to seniors (newsletters and presentations to Senior Centers), put together articles for other newspapers **Outreach** 3 votes
- Have programming at Senior Centers **Outreach** 3 votes (same as above)
- Play books/programming at Senior Centers. **Outreach** 3 votes (same as above)
- Explore using non-staff to make presentations **Outreach** 1 vote
- Explore “JING” to demonstrate technology **Outreach/training** 1 vote
- Have more training for public library staff; BARD training for institutions **Outreach/training** 3 votes
- See digital machine in every public library and knowledge of how to download books so staff could answer questions **Outreach/training** 11 votes

The specific points with the most consensus: (Note the focus on outreach)

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NLS UPDATE:

- Questions:
 1. Clarify all institutions that can demo players: All institutions can demo players, but at this time public and academic libraries cannot have BARD accounts.
 2. NLS plan to support TBS Awareness Day campaign? Yes, but it will take several months for NLS to develop
 3. How do we get the USB port adaptors? We have requested from NLS and will distribute them as they are received
 4. Summary available? Yes, request from Sue

MEMBER UPDATES:

- Barbara: focusing on Boomers fellowship
- Dorothy: classes ended May 27th, winding down for summer. Kids excited about downloading options
- Sue N.: assisting patrons to get their TBS service up and running. College President leaving in June 2010 will create changes
- Jeanne: trying to coordinate with Vet agencies to locate Vets in area. Promoting TBS through Summer Reading program. Director and Children librarian are leaving the library shortly.
- Nancy: paperwork, changes in agency personnel
- Mary Ellen: 23 teenagers will work for 5-6 weeks this summer in different positions. Training Center gets to do summer training for 40 staff
- Cheryl: updating skills to look for a new job
- Donna: office moving to ICBVI – aging and disability resource center works on counseling

DIGITAL TRANSITION UPDATE:

- Question:
 1. How is the 2-week checkout period working?
Answer: Frustrating – no more calls will be made on overdue. Once patrons return books will get more books, if not then won't!

TBS AWARENESS DAY:

- Any day/week most convenient for each library during September
- Senior games hosted in September
- AARP should be a good partnership opportunity
- Ideas for public libraries to participate in TBS Awareness Day?
 1. Exercise program
 2. Health districts
 3. Cancer awareness groups
 4. Partner with a local/national gym?
- Celebrity endorsements
 1. Jack La Laine
 2. Jamie Lee Curtis
 3. Denise Austin
 4. Jane Fonda
 5. Idaho authors
- Will promote at end of Summer Reading program!

COMMITTEE MEMBERSHIP:

- Length is 2 terms before taking a break
 - Jeanne agreed to another 3-year term
 - Need to identify replacement for Heidi Caldwell
- Suggested types of organizations to recruit from:
- SILC – State Independent Living Council
 - Self-Advocacy Leadership Network (SALN)
 - Self-reliance specialist from Department of Health and Welfare
 - Disability offices – make contact with younger people at higher education institutions
 - Special Ed Departments at schools
 - Elks Hospital
 - Veteran's Association Rep/Admin
 - Student perspective would be well represented in this group (Mary Ellen)
 - Focus attention on physically disabled

NEXT STEPS:

- Next meeting: September 1, 2010, 9:30 am - 1:30 pm
- TBS Advisory Committee Vision posted on website **Sue**
- TBS Awareness Day – September 2010 **Sue and staff**
- Plans for partnering **Sue and staff**
- New committee member appointment **Sue**

PLUS/DELTA:

- Plus:
 1. Good Recording
 2. Thanks for the treats
 3. Thanks to Sue for “Vision” revision
 4. Nice hotel – more activities!
 5. Lunch was good
 6. Very creative ideas
 7. Good agenda consistency
 8. Great job to the Readers Advisory Committee
- Delta:
 1. Heidi will be missed
 2. *Warmer* room!!